

**LODI CITY COUNCIL AND THE
LODI-WOODBRIDGE WINEGRAPE COMMISSION
JOINT CITY COUNCIL MEETING
CARNEGIE FORUM, 305 WEST PINE STREET
WEDNESDAY, JUNE 10, 1998
7:00 A.M.**

1. ROLL CALL

Present: Council Members - Johnson, Land, Pennino and Sieglock (Mayor)

Absent: Council Members - Mann

Also Present: City Manager Flynn, Deputy City Manager Keeter, Economic Development Coordinator Goehring, Community Center Director Lange, City Attorney Hays and City Clerk Reimche

Present: Lodi-Woodbridge Winegrape Commission Members - Felten, Ledbetter, Hoffman, Mettler and Quashnick

Absent: Lodi-Woodbridge Winegrape Commission Members - Schatz, Delu, Cotta and Stokes

Also Present: Executive Director Mark Chandler and Ella Bender, Assistant to the Executive Director

2. JOINT MEETING

Mayor Sieglock welcomed the group and asked for self-introductions.

Mark Chandler, Executive Director of the Lodi-Woodbridge Winegrape Commission, initiated the discussion supporting the formation of the Lodi Area Visitors' Commission indicating that this commission would extend and enhance the hospitality of the Lodi area to all visitors by promoting local events, activities and businesses and would, thereby, achieve a financial, cultural and recreational return to the Lodi area. Mr. Chandler shared their commission's commitment and shared vision toward the formation of the Lodi Area Visitors' Commission.

Mr. Chandler cited numerous programs and events that the Lodi-Woodbridge Winegrape Commission had sponsored the last several years and indicated that they had a budget of over \$300,000 this year for these kinds of programs.

Mr. Chandler indicated that their commission is ready to commit \$30,000 right now, and it is possible they will have another \$25,000 of in-kind donations to put toward this offer. Mr. Chandler also proposed that they would be willing to contract with the City for the management of the proposed commission, thereby alleviating the Council's concern of having to add another City employee.

A lengthy discussion followed with members of the Lodi-Woodbridge Winegrape Commission supporting the formation of the Lodi Area Visitors' Commission for a variety of reasons.

City Manager Flynn stated that staff was looking into forming a partnership much like the San Joaquin County Partnership and expanding it to include grape growers, apple growers, nut growers, etc.

Council Member Pennino and Mayor Pro Tempore Land indicated their support of the formation of the proposed commission.

Council Member Pennino stated that he feels this is an economic development program and proposed that funding be added in the 1998/99 budget for Council review. It was suggested that

Continued June 10, 1998

the City had received a \$25,000 refund from the Chamber of Commerce so that the amount that would need to be included in the 1998/99 budget would be \$65,000.

Mayor Pro Tempore Land indicated that he would want accountability and would ask for a monthly accounting should this proposal go forward.

Mayor Sieglock and Mayor Pro Tempore Land both indicated that they like the idea of contracting with the Lodi-Woodbridge Winegrape Commission for the management of the proposed commission.

Commissioner Ledbetter stated that he feels it is very important that this be a public/private organization and that he is in favor of the proposed commission.

Commissioner Quashnick stated that the commission that is being proposed would breathe continuity and stability into the endeavor and that this is not a short-term thing, but a long-term project.

Council Member Johnson indicated that he is not in favor of the proposed City commission and gave a number of reasons as to his position. Council Member Johnson stated that he would like to see a non-City entity created to drive this.

Questions were directed to City staff about the requirements and time frame necessary to form such a commission.

It was also suggested that perhaps a foundation like the Old Lodi Union High School Site Foundation could be formed to head this effort.

Mayor Sieglock stated that should the commission be formed, perhaps the Mayor, Chairman of the Business Improvement Area (BIA) and Chairman of the Lodi-Woodbridge Winegrape Commission could make the appointments to the commission.

Following additional discussion, it was agreed that another meeting will be held prior to August 1, 1998 regarding the structure of the proposed commission and that the aforementioned \$65,000 would be included as a line item in the 1998/99 budget (this would be in addition to the \$25,000 refund returned from the Lodi District Chamber of Commerce).

3. ADJOURNMENT

There being no further business to come before the City Council, Mayor Sieglock adjourned the meeting at approximately 8:40 a.m.

ATTEST:

Alice M. Reimche
City Clerk